

## UNIVERSITY OF SUSSEX

### 1 Advertisement

**Post Title:** Partnerships Development Manager

**Location:** International Office, Zhejiang Gongshang University, Hangzhou

**Department:** Global Engagement Office

**Division:** Student Recruitment, Admissions and International Development

**Contract:** The initial contract will be 2-year fixed term. The post holder will be employed by ZJSU but work exclusively for Sussex.

**Salary:** RMB 12,000 – 16,000, depending on experience

**Closing date:** 10<sup>th</sup> Sep 2023. Applications must be received by midnight of the closing date.

**Expected interview date:** w/c 18<sup>th</sup> Sep 2023

**Expected start date:** ASAP

[Sussex AI Institute \(the Institute\)](#) is a partnership between the [University of Sussex \(Sussex\)](#) and [Zhejiang Gongshang University \(ZJSU\)](#), located in Hangzhou city in Zhejiang Province. Our vision for the Institute is to provide a high-quality higher education to meet the local, national and international social and economic development needs, and to provide high calibre graduates to study at Masters and PhD level in Sussex.

Working under the direction of the Head of Global Partnerships, the post holder will play a vital role in developing the Institute's transnational education activities, promoting and developing Sussex's portfolio in Zhejiang and surrounding areas, and converting students to Sussex campus both short and long term. The post holder will work closely with colleagues at Sussex, investigating to develop a system to capture evidence/data of tracking Sussex's influence in the region.

The post holder is a key representative for Sussex, based at ZJSU, with primary responsibility for representing Sussex to identify potential opportunities, manage and develop existing key partners, and deliver activities that will raise the Sussex's profile, increase income and build Sussex's global reputation.

This is an exciting time to be joining the University of Sussex, based in Hangzhou China, as we build on existing success in global engagement and transformative education.

Global engagement is front and centre for the University, supported by a commitment to embed internationalisation in our education and to increase our international research profile.

We have bold plans for furthering our reach of and reputation for excellence through taking our education overseas, creating opportunities for impactful research collaborations and engaging for change.

You will have previously managed partnerships development in China, preferably TNE partnerships, and the associated policies and processes. You will have a clear understanding of the opportunities and issues relating to partnership models and partnership development in China including TNE.

Please contact Li Camm ([l.camm@sussex.ac.uk](mailto:l.camm@sussex.ac.uk)) for informal inquiries. Please do not send applications to this email.

To apply, you must email your completed [application](#), and [personal details and equal opportunities form](#), to [globalengagement@sussex.ac.uk](mailto:globalengagement@sussex.ac.uk). You should attach your application form and all documents to the email in PDF format (we are unable to accept applications as

google.docs or .pages) and use the format job reference number / job title / your name in the subject line.

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*

## **2. Senior leadership and management**

The Vice-Chancellor is the senior academic officer and, as Chief Executive, is responsible to the University Council for management of the University. He is supported by an executive group, which includes the Deputy Vice-Chancellors, Pro-Vice-Chancellors, the Chief Operating Officer, the Director of Finance and the Director of Human Resources.

The Chief Operating Officer heads the Professional Services of the University. In addition, under the University Statutes, the Chief Operating Officer is Secretary to the University Council. The Director of Finance reports to the Vice-Chancellor, the Director of ITS and the Librarian report to the Chief Operating Officer.

## **3. The Global Engagement Office**

The Global Engagement Office supports realisation of Sussex's strategic mission of being 'A better university for a better world' by putting the University's progressive ideas and excellence in research and education to work across the globe. We do this by opening up international opportunities for students and staff and engaging for change through partnering as equals – enabling the development of global citizens and enlightened change leaders.

Our professional Global Partnerships Team facilitates the building and development of new and existing relationships. The Team enables the sharing of excellence and the celebration of collaborative achievements which strengthen both our own and our partners' international impact and reputation.

## **4. Job Description**

### **Job description for the post of International Partnerships Manager**

**Department:** Global Engagement

**Division:** Communications, Marketing and Advancement

**Location:** International Office, Zhejiang Gongshang University, Hangzhou, China

**Responsible to:** Head of Global Partnerships

### **Purpose of the post:**

1. To develop and implement conversion and progression plans to convert students to Sussex campus through long term and short term programmes
2. To support the running of existing programmes at the Institute, and ensure students have good experience, and to create a Sussex community at ZJSU

3. To promote Sussex and raise profile and enhance reputation in Zhejiang and broader China
4. To develop sustainable, high quality partnership projects/ models with ZJSU and other key partners in China, in support of Sussex's internationalisation objectives in China
5. To develop good working relationships that supports the University's international partnership strategy and deliver excellent customer service.
6. To maintain good relations with external organisations and institutions.
7. To develop team cooperation and a supportive environment.

### **Key working relationships:**

- Sussex: Heads of Departments/ Course leaders, Professional Services staff including AQP, Head of Global Partnerships, Student Experience, Alumni etc.
- ZJSU: staff of ZJSU (Sussex AI Institute, International Office and related schools and departments), students
- External: Perspective students, alumni, HEIs, Local industries and organisations

### **Main duties**

#### Conversion and Progression

- Develop and deliver conversion plans to maximise conversion from the Institute to Sussex campus through student mobility programmes at Sussex, including Year Abroad, Term Abroad, Summer programmes etc.
- Develop a detailed understanding of the student demand and design models accordingly to drive conversion to above mentioned mobility programmes
- Develop and deliver plans to drive progression of undergraduate students at the Institute onto postgraduate programmes at Sussex
- Develop a detailed understanding of the postgraduate market and competitor propositions to identify opportunities and to drive postgraduate conversion onto Sussex
- Design and implement events and activities to support conversion and progression
- Liaise with colleagues at Sussex to create brand appropriate promotional materials to support the conversion and progression of students
- Manage and report on budgets for designated activities as above, ensuring funds are allocated effectively and are focussed on activities that produce results
- Produce metrics and reports based on the analysis of information and data and with recommendations
- Facilitate discussions between Sussex and ZJSU to encourage staff and student mobility and knowledge exchange
- Establish links and networks with key stakeholders at ZJSU to support student conversion and progression
- Work closely with colleagues from Sussex, including colleagues from Sussex China Offices, to maximise conversion and progression
- Plan and implement (PG)/ support (UG) recruitment activities to ensure the Institute recruit to full capacity

- Support project work that will assist in wider [GEO](#) objectives

### Marketing and Communications

- Identify Sussex's USPs that suit the region and design key messages for marketing and communications
- Develop a marketing and communications plan to promote such USPs and key message to raise profile in Zhejiang and broader China through online and offline channels
- Deliver effective internal communications from Sussex to students at the Institute to promote engagement and loyalty
- Create, manage and monitor digital content for webpages and social media platforms through the Institute, to raise Sussex profile and enhance Sussex reputation
- Organise and attend events, where appropriate, to showcase Sussex's programmes and research
- Use statistical analyses to produce reports and develop a system to capture evidence/data of tracking Sussex's influence in the region

### Project management and development

- Ensure smooth running of existing programmes at the Institute
- Work with Sussex colleagues to support Sussex's internationalisation objectives in China
- Develop sustainable, high quality partnership projects/ models within ZJSU and other key partners in China, such as CPD, research cooperation, knowledge transfer, student and staff mobility etc.
- Act as a point of contact for prospective / existing partners/ projects, where appropriate, in order to assess the business case for new partnership /project prospects, negotiate agreements and financial arrangements and provide advice on internal procedures
- Keep abreast of regional opportunities in Zhejiang and broader China, mapping against Sussex strengths and strategic priorities
- Seek out collaborative opportunities with appropriate local institutions or organisations, and share with internal networks
- Accompany colleagues from Sussex to explore mentioned opportunities
- Collate intelligence, feedback and insight to shape and inform the project outcomes

### Relationship management and Network development

- Take responsibility for regular and effective communication between ZJSU and Sussex
- Develop networks with students, alumni, academics, as well as local institutions and organisations
- Work closely with colleagues at the Institute to ensure students at the Institute have good experience, and create a Sussex community at ZJSU
- Nurturing existing links with key stakeholders at ZJSU and broader China, looking for ways these can be further enhanced
- Establish networks within the sector of individuals and teams working on similar projects, in order to share good practice and keep abreast of competitive developments.
- Maintain contacts with institutions and key individuals in China and in the UK (e.g. British Council, funding bodies, agents), with a view to strengthening Sussex's general profile and identifying opportunities for student recruitment, exchanges and research collaboration through partnerships/ projects

### Team co-operation

- Contribute to the development of a positive team-working environment at both ZJSU and Sussex, seeking opportunities to co-ordinate activities.
- Ensure continued self-development by engaging with staff training programmes.
- Foster and maintain a collaborative, positive and supportive team culture

This job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

**Date Aug 2023**

## 5. Person Specification

### Person specification: International Partnerships Manager

SKILLS/ ABILITIES: Essential Desirable

High level of English language proficiency	X	
Tact and diplomacy. with the ability to manage negotiations and convey information concisely and sensitively	X	
Strong interpersonal skills, to build networks, develop effective working relationships with internal and external stakeholders at all levels and communicate priorities confidently and effectively	X	
Cultural sensitivity. with the ability to adapt to different ways of working and develop excellent relationships with colleagues in both China and the UK	X	
Good time management skills, with the ability to schedule tasks, manage projects concurrently and produce consistently accurate work to deadline	X	
Well-developed administrative and organisational skills, including project planning and records maintenance, with a thorough, methodical approach and close attention to detail	X	
Ability to work well as part of a team, supporting colleagues, collaborating on projects and contributing to a positive team environment	X	
Ability to work using own initiative within strategic guidelines, asking questions, reporting on progress and identifying gaps in knowledge/experience	X	
Ability to interpret data and analyse information in order to produce reports	X	

KNOWLEDGE OF: Essential Desirable

Emerging trends/issues and developments in higher education in China, including partnerships and TNE	X	
Types of international programmes, such as Study Abroad/exchange, articulation arrangements or university preparation programmes	X	
Education markets and their education systems in both China and the UK	X	
Quality assurance processes related to TNE partnerships		X
The University of Sussex, including programmes, internal structures, strategic priorities and ambitions		X
Travel planning and logistics, such as flights bookings, visa applications and time differences	X	

EXPERIENCE OF: Essential Desirable

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(Recently) working in higher education or on organisational/strategic partnerships	X	
Developing and managing TNE partnerships	X	
Developing networks/links internally or externally and representing an organisation to an external audience	X	
Providing a high level of customer service to internal and/or external stakeholders	X	
Producing written reports and/or statistical analysis	X	
Working to deadlines, planning, managing and delivering projects on time	X	
Establishing and managing effective administrative processes	X	
Negotiating contracts/agreements for partners/customers and raising documentation	X	
Working with universities, colleges or schools as partners		X
Supporting or managing research partnerships		X
Producing publicity or marketing material, on- and off-line		X
Delivering presentations and promoting a product, organisation or idea internally/externally		X
Traveling within China and overseas for work		X

QUALIFICATIONS:

Essential Desirable

A first degree or equivalent qualification	X	
A higher degree or professional qualification		X

PERSONAL ATTRIBUTES AND CIRCUMSTANCES:

Essential Desirable

Ability to work under pressure in a dynamic environment	X	
Willingness and ability to travel within China and overseas	X	
Pro-active and positive attitude, with a willingness to ask questions and learn, and an innovative approach to problem solving	X	
Customer focused, with a commitment to providing outstanding service to stakeholders	X	
Credible, with the ability to work effectively at all levels of an organisation	X	
Ability to work flexible and antisocial hours as required, including evenings and weekends	X	

Date: Aug 2023